

## Library



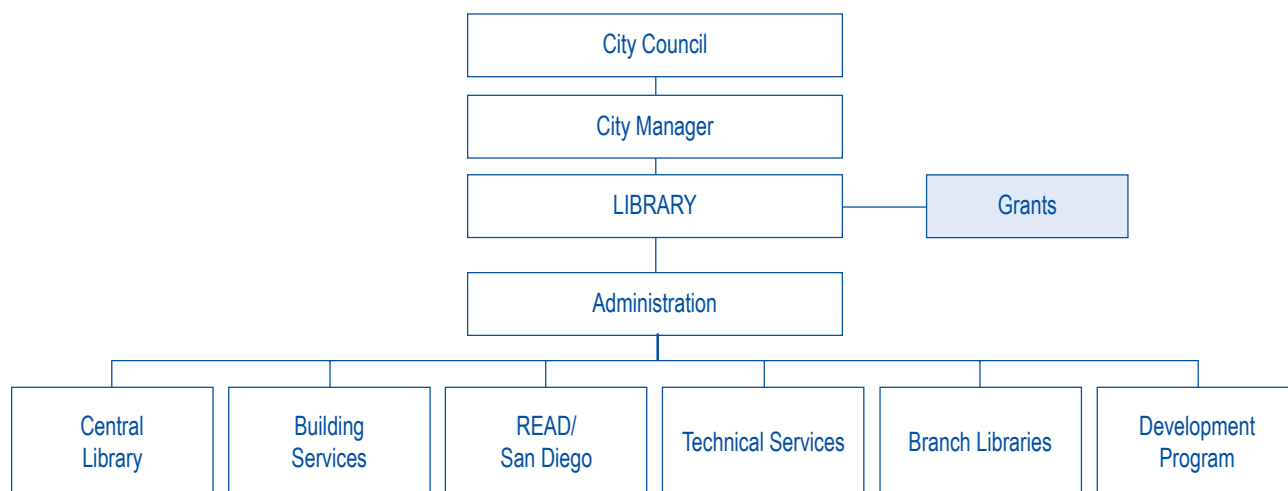
### Mission Statement

**R**espond to the information needs of San Diego's diverse communities.

**E**nsure equal access to local, national and global resources.

**A**nticipate and address the educational, cultural, business and recreational interests of the public.

**D**evelop and provide welcoming environments.



## Overview of Services/Programs

The San Diego Public Library System serves the 1,250,714 residents of the City of San Diego over an area of 331 square miles. The Library system consists of the Central Library, 34 branch libraries, and one adult literacy program office (READ/San Diego). The department serves the educational, cultural, business, and recreational needs of a diverse community through its collections of over 3 million books and audiovisual materials, 4,618 current periodical subscriptions, more than 1.7 million government documents, and 100,000 books in over 50 foreign languages. Seven programs provide for the delivery of services: Administration, Central Library, Technical Services, Building Services, Branch Libraries, READ/San Diego, and Development. Major functions include provision of basic library materials and services through the Central Library and branch libraries; literacy instruction by community volunteers through READ/San Diego; services to disabled persons through the I CAN! Center; services to children through City facilities and at satellite centers, and programming of cultural, educational and informational events that relate to the Library's collections. Electronic access is provided to the catalog and many index and full text databases both in library facilities and through Internet access.

## Major Accomplishments/Service Efforts

- The Library successfully competed for a major grant of federal funds through the California State Library for *Business Resources & Technology Link*, a dynamic outreach program dedicated to serving the small business community. The Central Library received \$155,365 to implement a multifaceted approach to working with small businesses. Components of this project include hiring new staff, developing partnerships with other agencies, offering workshops focused on technology issues, and extensive community outreach. The Library has been awarded a second year of grant funding which will continue this program through Fiscal Year 2002.
- In Fiscal Year 2001, 6,587,877 items (including books, audiovisual materials, etc.) were borrowed by Library patrons. Attendance at all facilities was 6,459,836 for the year.
- Library staff answered 1,920,822 reference questions received from the public by telephone or in person.
- The Library received more than \$900,000 in gifts to its capital campaigns in Fiscal Year 2001, plus nearly \$4.5 million in additional capital campaign pledges. The Library also received more than \$600,000 in private donations for library operations including books and equipment. Funding sources included donations from the Friends of the Library, bequests, and memorial contributions as well as solicitations by the Library Development Office. In addition to donations, the Library received state and federal government grants totaling over \$2.6 million.
- Approximately 30,000 children and young adults enrolled in the Library's Summer Reading Program, and nearly 108,000 children attended 3,355 youth oriented programs throughout the fiscal year.

- The Library was awarded a \$10,000 grant from the San Diego Foundation to purchase science materials for children. The amount will be matched from the Matching Library Materials Fund, doubling the value of materials to be purchased.
- Volunteers (1,877), donated nearly 90,000 hours of service working at the Central Library, branch libraries, or for the READ/San Diego adult literacy program. The total value of these hours was more than \$1.6 million. The Friends of the Library provided over 30,000 hours of additional support to the Library.
- The Library partnered with Starbucks' coffee shops to hold a book drive to benefit READ/San Diego's Families for Literacy Program. More than 10,000 books were donated during September and October. The books go to low-literate families to help prepare their young children for kindergarten.
- Branch libraries hosted a number of well attended performance series throughout the year. The City Heights Performance Annex presented a Pride in Heritage series which explored Chicano music, Cambodian dance, African American writing and Gaelic music; an International Dance series; and the Vietnamese New Year's Festival. Hundreds of City Heights residents attended performances of "The Land of DiverCity," a theatrical production that explored diversity issues. The Malcolm X Library presented an Open Microphone Expressions Unlimited series, Talk Dat Talk Storytelling Festival, and hosted Frame by Frame, an international film series. The Otay Mesa Branch Library's Filipino Unity Festival attracted more than 400 attendees, as part of the Library's outreach to the Filipino community through the Partnerships for Change grant program.
- The Central Library was also host to a number of popular cultural events throughout the year. The popular Sunday afternoon and Monday night film series continued, as did the spring and fall chamber music series. The Central Library received a number of grants from the California Council for the Humanities to fund cultural programs.
- A baseball research center was opened at the Central Library in April, thanks to a donation from the San Diego Ted Williams Chapter of the Society for American Baseball Research that was matched by the City. The center will add to the already extensive baseball collection which includes books, videos, CD-ROMs, sheet music and a web reference index.
- The annual Law Day event brought together attorneys and people in need of legal advice and assistance at the Central Library. Attorneys donated services and people met with these professionals in the Library, where they were also informed of the Library's resources on legal and business issues.
- The READ/San Diego Adult Literacy Program formed an alliance with the County of San Diego to provide literacy services to County residents through Fiscal Year 2003.

## Future Outlook

To meet the Mayor's Goal #7, *Build a library system*, the Library has been focusing on improving a number of facilities and services. In the spring, the Natural Resources & Culture Committee held a series of meetings to look at the needs of the Library system. Following those meetings, the City Council voted to transfer \$1 million to the newly formed Foundation for the San Diego Central and Branch Library System as seed money for fundraising. A fundraising campaign will be launched to raise a minimum of \$15 million for the new Main Library as well as approximately \$35 million to build and refurbish branch libraries throughout the system.

The Library's infrastructure includes 34 library facilities plus one outlet facility from which collections and services are distributed throughout San Diego. Ten of these are new branches built within the last ten years. Six libraries are more than 40 years old, including the Central Library. In September 1999, the Governor of California signed into law Senate Bill 3, placing Proposition 13, a \$350 million library construction and renovation bond act, on the March 2000 ballot. This bond act was passed by the voters and will provide up to 65 percent of the cost of land acquisition and construction of public libraries, up to \$20 million per approved project. The Library will be applying for funding from this bond act for qualified projects; the first round of applications are due in June 2002.

The existing Central Library was opened in 1954. In 1977, the need for a new Main Library was documented in the Library's Master Plan. Since then, numerous task force reports and studies have corroborated the need for a new facility to service a city whose population has grown to over 1.3 million. To meet the growing needs of the City's population, the City Council voted to reaffirm the Park-to-Bay site for the new Main Library, and agreed to move forward with architectural plans by approving payment of \$1million to prepare detailed designs.

To further promote to the public the many services and resources provided by the library system, the Library embarked on an aggressive, multi-faceted public awareness campaign. The campaign includes network, cable and Spanish television ads; teen and Spanish radio spots; bilingual billboards, bus placards and bus shelters with the campaign theme "The Library – Check it Out." A video presentation was created to detail the overall work of the Library system and its goals for the future. The video includes footage of many library sites, examples of how new library buildings help to build communities, and the first computer animated design of the new Main Library. All elements of the campaign have been well-received by the public, and have garnered much attention for the Library.

Keeping pace with the rapid changes in technology is a major issue for the Library. Although the Library has made progress in providing electronic resources for patrons and staff, the wiring within the Central Library and many branches needs updating. Providing adequate training for staff in troubleshooting the more than 800 computers system-wide, as well as training in navigating the Internet and other electronic databases are ongoing challenges. Access to electronic information has become an absolute necessity of an educated society, and the Library has become the equalizer in providing electronic access to a variety of resources. The Library is in the process of developing a 10 year strategic plan for technology to address the future needs of the system.

## Staffing and Expenditure History

### Library Expenditures

|                                       | FY 2000<br>Actual    | FY 2001<br>Actual      | FY 2002<br>Budget           |
|---------------------------------------|----------------------|------------------------|-----------------------------|
| Building Services                     | \$ 2,219,601         | \$ 2,856,876           | \$ 3,519,391                |
| Branch Libraries                      | \$ 10,538,399        | 11,568,149             | \$ 14,287,403               |
| READ/San Diego                        | \$ 351,610           | 833,727 <sup>(3)</sup> | \$ 903,714                  |
| Central Library                       | \$ 4,773,456         | 5,576,346              | \$ 6,332,792                |
| Technical Services                    | \$ 5,625,670         | 5,714,242              | \$ 4,850,758 <sup>(1)</sup> |
| Development Program                   | \$ 221,106           | 254,356                | \$ 1,347,965 <sup>(2)</sup> |
| Administration                        | \$ 481,522           | 510,212                | \$ 1,516,001                |
| <b>TOTAL</b>                          | <b>\$ 24,211,364</b> | <b>27,313,908</b>      | <b>\$ 32,758,024</b>        |
| <b>Percent Change from Prior Year</b> |                      | <b>12.81%</b>          | <b>19.93%</b>               |

<sup>(1)</sup> Business Office transferred from Technical Services to Administration

<sup>(2)</sup> \$1 million for City match to Library Matching Funds transferred from Technical Services to Development

<sup>(3)</sup> READ/San Diego initiated a three-year contract to provide literacy services to the San Diego County Library

### Library Positions/FTE

|                                       | FY 2000<br>Actual | FY 2001<br>Actual | FY 2002<br>Budget |
|---------------------------------------|-------------------|-------------------|-------------------|
| Building Services                     | 7.00              | 7.00              | 7.00              |
| Branch Libraries                      | 208.11            | 211.11            | 229.61            |
| READ/San Diego                        | 4.00              | 9.00              | 12.00             |
| Central Library                       | 85.00             | 88.00             | 90.00             |
| Technical Services                    | 49.50             | 57.50             | 50.00             |
| Development Program                   | 4.00              | 4.00              | 5.00              |
| Administration                        | 3.34              | 3.34              | 21.48             |
| <b>TOTAL</b>                          | <b>360.95</b>     | <b>379.95</b>     | <b>415.09</b>     |
| <b>Percent Change from Prior Year</b> |                   | <b>5.26%</b>      | <b>9.25%</b>      |

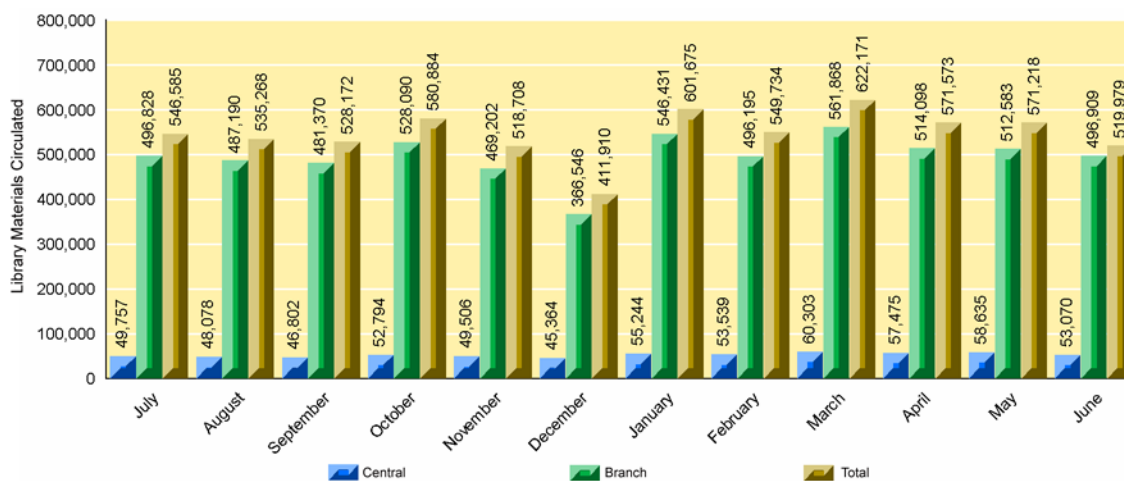
## Performance Measures

|                                                     | FY 2000<br>Actual | FY 2001<br>Actual <sup>(1)</sup> | FY 2002<br>Budget |
|-----------------------------------------------------|-------------------|----------------------------------|-------------------|
| Percentage change in system-wide annual circulation | 1.05%             | -0.03%                           | 0.00%             |
| Percentage change in system-wide reference question | 0.00%             | -0.02%                           | 0.00%             |
| Percentage change in system-wide attendance         | 0.00%             | -0.07%                           | 0.00%             |

<sup>(1)</sup> Changes in the performance measures are a reflection of the increasing use of electronic resources and the reduction of funding for library materials.

In Fiscal Year 2001, circulation of books and audio video materials totaled 6,587,877 items or an average of 548,990 per month. The Central Library comprises 9.57 percent of the total circulation (630,567 items), or an average of 52,547 items per month.

### LIBRARY MATERIALS CIRCULATED



**Goal:** To achieve a total annual circulation of 6,510,000 library materials per year, which equates to an average monthly circulation of 542,500 items.

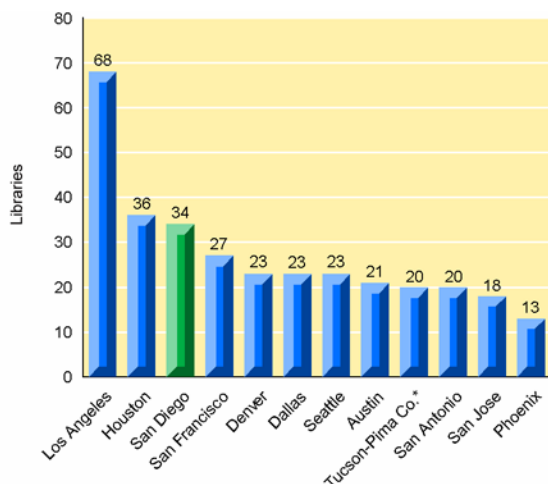
**Note:** Circulation was down in November and December due to the furlough, during which 24 branches were closed for the long Thanksgiving weekend and the last week of December.

## Comparison to Other Jurisdictions

San Diego ranks third in number of library facilities. Although Los Angeles and Houston operate more branches, their populations are substantially greater.

**LIBRARIES PER CITY**

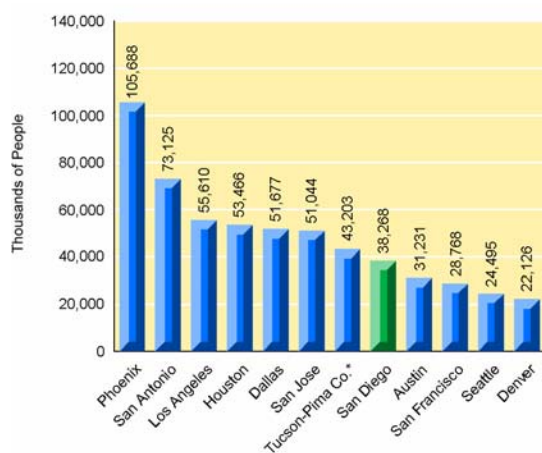
**FY 2001**



San Diego has the eighth smallest average library service area population. Economies of scale can be achieved by operating fewer larger facilities.

**AVERAGE POPULATION/BRANCH**

**FY 2001**

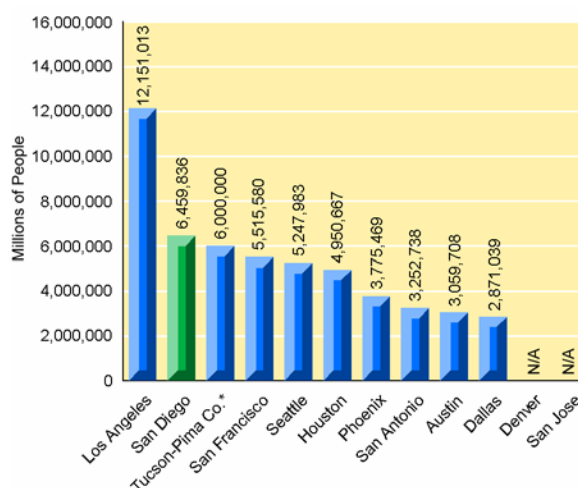


\* The City of Tucson provides library service to all of Pima County and receives funding from the County

San Diego ranks second in annual attendance of those libraries that track attendance. Although Los Angeles has 86 percent greater attendance than San Diego, its population is three times greater.

**TOTAL ATTENDANCE IN LIBRARIES**

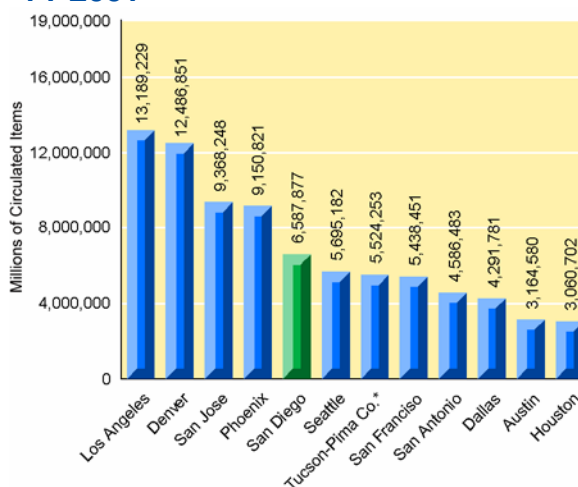
**FY 2001**



San Diego has the fifth highest annual circulation at 6,587,877. The four systems with higher circulation have recently opened new or expanded main libraries.

**TOTAL CIRCULATION OF  
LIBRARY MATERIALS**

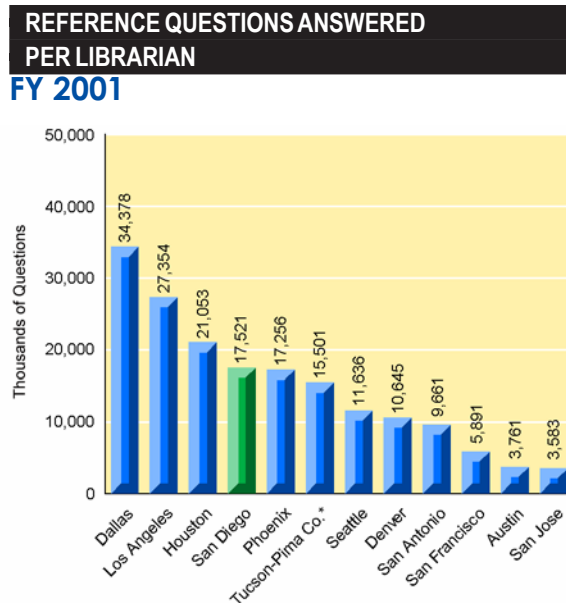
**FY 2001**



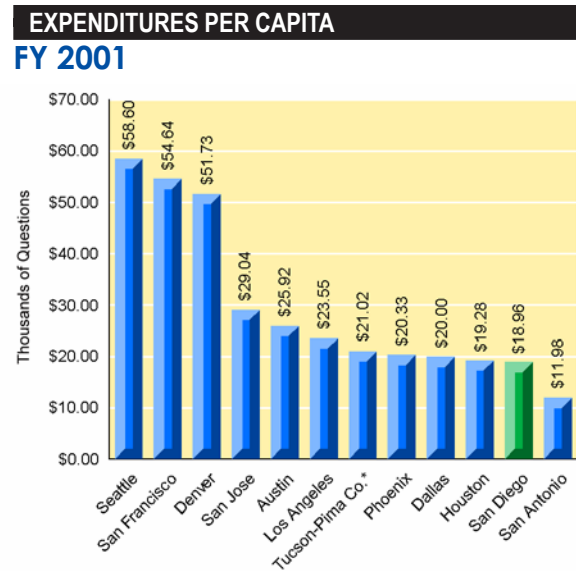


## Library

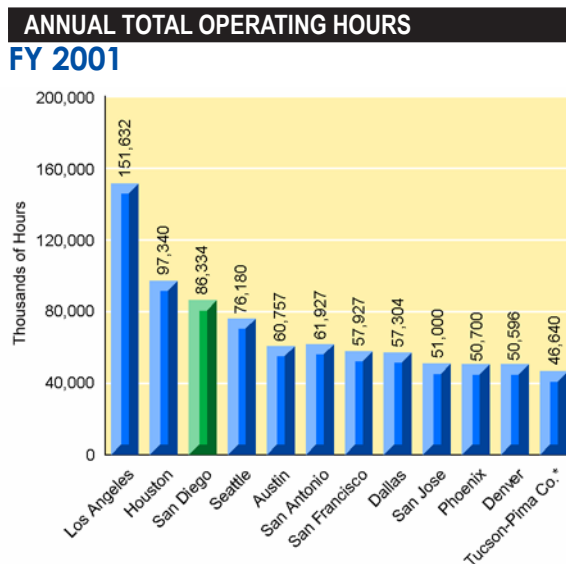
San Diego ranks fourth in number of reference questions answered per Librarian in Fiscal Year 2001.



San Diego ranks eleventh in per capita expenditures, with only one-third the spending level of Seattle.



San Diego ranked third in annual operating hours with only Los Angeles and Houston with more facilities thus having higher operating hours.



\* The City of Tucson provides library service to all of Pima County and receives funding from the County.



## Resident Satisfaction

In Fiscal Year 2001, Library Services were ranked fifth among the ten highest rated City services with a 95 percent satisfaction rating including very and somewhat satisfied residents.

|                                                          | 2001 RESIDENT SATISFACTION |          |              |      |          | RESIDENT SATISFACTION 2001-1997 |      |      |      |      |
|----------------------------------------------------------|----------------------------|----------|--------------|------|----------|---------------------------------|------|------|------|------|
|                                                          | Satisfied                  |          | Dissatisfied |      | Not Sure | 2001                            | 2000 | 1999 | 1998 | 1997 |
|                                                          | Very                       | Somewhat | Somewhat     | Very |          |                                 |      |      |      |      |
| Library services that you have received <sup>(1)</sup> : | 70%                        | 25%      | 4 %          | 1 %  | *        | 95%                             | 91%  | 93%  | 91%  | 94%  |

<sup>(1)</sup> Among persons who have used libraries.

\*Less than 0.5%

